

## Prospects of Russian automobile industry development

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### Abstract

© 2015, Asian Social Science. All rights reserved. The article comprises the results of the SWOT analysis of the Russian automotive industry, identified key opportunities, threats, strengths and weaknesses and set strategic goals for further development. The article presents the results of grouping of the world's car manufacturers based on the matrix of the Boston consulting group on two criteria - market share and market share growth of the company.

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### Keywords

Russia, Strategic priorities, The automotive industry, Vehicles